

NOMINATION FOR AWARD		
AWARD Public Affairs Director's Excellence Award for Media Relations	CATEGORY (If Applicable) Unit	AWARD PERIOD 1 Jan-31 Dec 01
RANK/NAME OF NOMINEE (First, Middle Initial, Last) Air Armament Center	SSN (Enter Last 4 Only)	MAJCOM, FOA, OR DRU AFMC
DAFSC/DUTY TITLE	NOMINEE'S TELEPHONE (DSN & Commercial) 872-3931; (850) 882-3931	
UNIT/OFFICE SYMBOL/STREET ADDRESS/BASE/STATE/ZIP CODE AAC/PA, 101 W D Ave, Ste 109, Eglin AFB FL 32542-5498		
RANK/NAME OF UNIT COMMANDER (First, Middle Initial, Last)/COMMANDER'S TELEPHONE (DSN & Commercial) Brig Gen Robert W. Chedister DSN 872-5422 Cml (850) 882-5422 robert.chedister@eglin.af.mil		
SPECIFIC ACCOMPLISHMENTS (Use single-spaced, bullet format)		
<p><b>Overall Effectiveness of Program</b></p> <ul style="list-style-type: none"> <li>- This Center PA team excelled as commander's trusted counsel of largest AF complex, 4 wings and 45 associate units geographically separated in a multi-command, multi-service environment operating at a tremendous OPSTEMPO pace as one team, one mission--and our reporters know it!</li> <li>- Faced unprecedented challenges this year with manning shortfalls, deployment and leadership changes               <ul style="list-style-type: none"> <li>--Under adversity, continued to flawlessly draw media coverage for its weapons, testing and people</li> </ul> </li> </ul> <p><b>Research and Planning</b></p> <ul style="list-style-type: none"> <li>- This shop was on top of their game when major medical emergencies threatened the base population               <ul style="list-style-type: none"> <li>-- Quelled panic by developing a comprehensive PA plan when West Nile Virus-infected bird found                   <ul style="list-style-type: none"> <li>--- Found spokesman, wrote release, flyer, Commander's Channel slides, radio script in 24 hours</li> <li>--- Same true for anthrax scares; effectively executed hazmat plan when numerous alarms sounded</li> </ul> </li> </ul> </li> <li>- No office handles more diverse queries; nude beaches, illegal aliens, falling missile parts don't deter               <ul style="list-style-type: none"> <li>-- Weapon system tests, JASSMs on B-52s, JDAM in full production, we've covered them all</li> <li>-- Constantly promoted Eglin's ranges and got top return on such stories as German Tornado testing, Test Wing support of British Royal and US Navy flight-tested Tomahawks, and Marines' advanced amphibious assault vehicle; we got the experts to step up and talk, generating more range dollars</li> </ul> </li> <li>- Developed thorough media training kit for support group commanders, five scenarios &amp; taped results               <ul style="list-style-type: none"> <li>-- Lauded as an excellent product--other commanders are in line wanting the same for their staff</li> </ul> </li> </ul> <p><b>Program Execution and Evaluation</b></p> <ul style="list-style-type: none"> <li>- Sept. 11 brought a new way of doing business; triaged calls--one PA answered phones, one sought guidance, and another responded to hundreds of queries on FPCons, security, and deployment               <ul style="list-style-type: none"> <li>-- Ensured timely response by dedicating resources to specific tasks; knew every query had answer</li> <li>-- Working 24-hour shifts and battlestuffs; PA was in commander's back pocket with guidance</li> <li>-- Determined a press conference best venue to respond to queries; base commander spoke to reporters                   <ul style="list-style-type: none"> <li>--- Was only FL base talking when reporters clamored; we maintained control and got messages out</li> </ul> </li> <li>-- 1st with deployment interviews; reporters talked with troops and families by our rules; it worked!</li> <li>-- Our family support is tops! Manager spoke to 20 on programs and support for families of deployed</li> <li>-- More than 5,000 hunters affected when reservation closed; releases let them know as rules changed</li> </ul> </li> <li>- Eglin's Summit brought together 450 senior leaders from government, industry and academia               <ul style="list-style-type: none"> <li>-- Media center at hotel pitted national reporters against experts to talk 25-year armament roadmap                   <ul style="list-style-type: none"> <li>--- 3 days of interviews yielded 25+ stories in trade pubs worldwide for months; great publicity!</li> </ul> </li> </ul> </li> <li>- Developed comprehensive releases, brochures &amp; display for Paris Air Show to showcase weapons</li> <li>- When local firefighter got Airman's Medal for heroic efforts during crash in Kuwait, we were there</li> <li>- Encroachment issues often surfaced; marketed plan to 6 communities explaining why space is needed               <ul style="list-style-type: none"> <li>-- Reporters know why leasing large section of the Gulf of Mexico for oil and natural gas exploration will have negative impact on military missions--combat training and testing missiles critical to DOD</li> <li>-- Told why Eglin is heavily dependent on bandwidth to accomplish its test and training mission</li> </ul> </li> <li>- Preserving and protecting natural resources continue to take priority as caretaker for 724 square miles               <ul style="list-style-type: none"> <li>-- Sold media on historic preservation of one lighthouse &amp; two keepers' quarters at the Cape San Blas</li> <li>-- Huge interest when Test Wing assisted Jackson Guard in extinguishing wildfires on the reservation                   <ul style="list-style-type: none"> <li>--- 23 AF fire fighters provided aid to help county--great coverage on base-community relationship</li> </ul> </li> </ul> </li> </ul> <p><b>Innovativeness of Program</b></p> <ul style="list-style-type: none"> <li>- Developed a pamphlet detailing PA assistance to families if contacted by media; we brief families at their meetings and provide continuous support for a situation changing every day</li> <li>- Invited new editor and military reporter for local newspaper to see Eglin first-hand; set up tours, briefings, helo ride, and hands-on trip through deployment center to acquaint him with our mission</li> <li>- Got base CC out on two local talk radio stations to answer questions from retirees on timely issues</li> </ul>		

**NOMINATION FOR AWARD** *(Continued)*

RANK/NAME OF NOMINEE *(First, Middle Initial, Last)*

**Air Armament Center**

SPECIFIC ACCOMPLISHMENTS *(Use single-spaced, bullet format) (Continued)*

**Lt Col Jeffrey Fanto**

**Lt Col Debra Millett**

**Lois A. Walsh**

**Jim I. Swinson**

**Capt Christine Wollard**

**Capt Josie Stewart**

**Lt Cristina Gentile**

**Lt James Madeiros**

**Master Sgt Thomas Saunders**

**Tech Sgt David Donato**